1. A method, comprising:

a) at a portal to an enclosure, receiving an identity signal from a transponder;

b) locating an account, based on the identity signal; and

c) creating a change in the account, prior to any purchase by a party identified by the identity signal.

6. A method, comprising:

a) at a portal to an enclosure, receiving an identity signal from a transponder carried by a person; and

b) issuing an award to a party identified by the identity signal without occurrence of a purchase by the party.

14. A system, comprising:

a) means for receiving an identity signal from a transponder at a portal to an enclosure;

b) means for locating an account, based on the identity signal; and

c) means for creating a change in the account, in absence of a monetary transaction involving the account.

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19. A system, comprising:

a) means for receiving an identity signal from a transponder carried by a person at a portal to an enclosure; and

b) means for issuing an award to a party identified by the identity signal, in absence of a purchase made by the person.

27. (New) Method according to claim 9, wherein the process of detecting entry comprises using a non-contact detector which detects a transponder carried by the customer.

28. (New) Method according to claim 9, wherein increasing the score is done without detecting a purchase by the customer.

29. (New) Method according to claim 11, wherein the message is transmitted without detecting a purchase.

30. (New) Method according to claim 19, wherein the means for issuing issues the award without detecting a purchase by the person.

31. (New) A method, comprising:

a) maintaining an account of bonus points allocated to

a person;

b) using a non-contact system to detect entry of the person to a mercantile establishment;

c) increasing bonus points in the account, based on the detected entry, and without regard to purchases made by the person.